



WXYZ

ORDER

Print Date 10/06/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **312517 /**

Original Date / Revision
09/26/12 09/26/12

Advertiser **MI Energy MI Jobs**

Agency **Byrum & Fisk**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
366-MI Energy MI Jobs

Agency Com 15%

Billing Contact
**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1627**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	81	\$76,351.25	\$89,825.00	0.00
Totals	81	\$76,351.25	\$89,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	81	\$76,351.25	\$89,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/02/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--			5		\$300.00		0.00				
E 2	WXYZ	10/03/12	10/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	--1-1--	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	--1-1--			2		\$900.00		0.00				
E 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **312517** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **366-MI Energy MI Jobs**

Estimate # **1627**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-1---	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	11-1---					3	\$2,000.00		0.00		
E 4	WXYZ	10/06/12	10/06/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S-					1	\$500.00		0.00		
E 5	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S-					1	\$900.00		0.00		
E 6	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S					1	\$900.00		0.00		
E 7	WXYZ	10/07/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S					2	\$900.00		0.00		
E 8	WXYZ	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	22222--	:30	10	\$1,000.00	FX	0.00 NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	22222--					10	\$1,000.00		0.00		
E 9	WXYZ	10/02/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	11111--					5	\$800.00		0.00		
E 10	WXYZ	10/02/12	10/08/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,500.00	FX	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	11111--					5	\$1,500.00		0.00		
E 11	WXYZ	10/02/12	10/08/12	12p Noon News 12-1230p News	CM	12-1230p	22222--	:30	10	\$1,200.00	FX	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	22222--					10	\$1,200.00		0.00		
E 12	WXYZ	10/02/12	10/08/12	M-F 1p-2p The Chew	CM	1-2pm M-F	22222--	:30	10	\$800.00	P-3	0.00 NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	22222--					10	\$800.00		0.00		
E 13	WXYZ	10/02/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	11-1---					3	\$1,400.00		0.00		
N 14	WXYZ	10/02/12	10/08/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	11111--					5	\$1,800.00		0.00		
N 15	WXYZ	10/03/12	10/05/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

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Contract / Revision **312517** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **366-MI Energy MI Jobs**

Estimate # **1627**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/03/12	10/05/12	7p News M-F 7-730p	CM	7-730pm M-F	-- 1- 1--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	-- 1- 1--		2				\$2,500.00		0.00			
N 16	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	----- S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S		1				\$1,800.00		0.00			
N 17	WXYZ	10/08/12	10/08/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M- -----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	M- -----		1				\$3,000.00		0.00			
N 18	WXYZ	10/02/12	10/08/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11-	1- 1- - -	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	11- 1- - -		3				\$750.00		0.00			
N 19	WXYZ	10/02/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111- -	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	11111- -		5				\$400.00		0.00			
N 20	WXYZ	10/06/12	10/06/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	----- S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S-		1				\$250.00		0.00			
N 21	WXYZ	10/06/12	10/06/12	SA 130a-230a SA 130a-230a	CM	130am-230am	----- S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S-		1				\$175.00		0.00			
N 22	WXYZ	10/07/12	10/07/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	----- S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S		1				\$1,000.00		0.00			
N 23	WXYZ	10/07/12	10/07/12	SU 12a-1a SU 12a-1a	CM	12am-1am	----- S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S		1				\$250.00		0.00			
N 24	WXYZ	10/05/12	10/05/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	---- F- -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	---- F- -		1				\$3,000.00		0.00			
N 25	WXYZ	10/06/12	10/06/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	----- S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	----- S-		1				\$3,000.00		0.00			
Totals														81	\$89,825.00